

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Agricultural Situation

Market Development Reports

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Report Highlights:

TH1045 "SAWASDEE THAILAND" provides the latest information on Thai agricultural situation, market access for U.S. products, and upcoming events.

General Information:

HOT NEWS

Foodland Supermarket to Open its 12th Outlet

Foodland Supermarkets, renowned for their high quality food items and a leading purchaser of U.S. agricultural products, will open its 12th outlet in Soi Thonglor (basement of Eight Thonglor Condominium) on April 2011. The new supermarket will consist of 1,500 square meters full of food and household products to serve the needs of area's consumers. FAS/Bangkok congratulates Foodland Supermarket on its new addition and wishes it the best of luck!

Thai FDA's Initiative on Nutrition Labeling

On April 1, the Thai Food and Drug Administration (TFDA) conducted a public hearing with the food industry and stakeholders on the new proposed nutrition labeling system that would display the Guideline Daily Amounts (GDA). The GDA nutrition labeling system, as proposed by the TFDA, will provide guidance on energy, sugar, fat, and sodium, and would be mandatory for five groups of snack foods at the initial stage and subsequently applied to all food categories within the next five years. The survey conducted by the Thai FDA shows that the Thai consumers prefer to have GDA food labeling over the traffic light food labeling.

Stringent Inspections on Food Imports from Japan

The Thai Food and Drug Administration (TFDA) is actively conducting inspections on radiation levels of food imports from Japan due to the concerns over radioactive leaks at the Fukushima nuclear power plant. Food products imported from Japan including vegetables, fruits, grains, meat products, seaweed, seafood, and dairy products will be checked for radioactive contamination by the Office of Atoms for Peace. Samples from every shipment of vegetables and fruit from Japan have been taken for lab tests to ensure radiation levels did not exceed safety limits. Since March 16, the Thai FDA has already tested 94 samples of Japanese food imports' ranging from fresh fish, seafood, fruit, seaweed and sweet potato, and contamination was found in sweet potatoes, albeit at low levels.

VIV Asia 2011's USA Pavilion Generates Projected Sales of \$26 Million

For the first time ever FAS sponsored VIV Asia, the leading feed industry trade show in Asia. The show was held from March 9-11, 2011 at the Bangkok International Trade & Exhibition Center (BITEC). The USA Pavilion was conformed of 15 companies spread in two exhibits where they were able to showcase the latest development of the entire supply-chain of feed to meat technologies, such as feed ingredients, feed additives, animal genetics, milling equipment and food safety applications. Due to the quality and diversity of the products offered in the USA pavilion, the exhibitors were able to generate 350 serious contacts on approximately 60 U.S. products with on-site sales of \$10 million and twelve-month projected sales of \$16 million. The rotund success is attested by the sharp increase in the number of visitors to 28,978 from 98 countries – up 39 percent from the previous show-, and

FAS/Bangkok's support in providing trade leads, contact information, on-site interviews and matching services.

MARKET ACCESS UPDATE

Audit on U.S. Bovine Semen and Embryo Facilities

Three Thai officials from Department of Livestock Development are scheduled to conduct an audit of bovine semen and embryo facilities in Ohio, Iowa, Wisconsin, Louisiana, and Texas from March 31-April 17, 2011. This audit is a part of the DLD's requirements for export semen and embryo to Thailand. In 2010, the market value of U.S. semen was valued at \$400,00.00

USGC Supporting DDGS Tariff Reduction in Thailand

The U.S. Grain Council (USGC) in association with FAS/Bangkok will support a proposal from the Thai Feed Mill Association (TFA) and the Feedstuff Users Promotion Association (FUPA) to request a tariff reduction on DDGS (distillers dried grain with soluble). USGC and FAS/Bangkok will help support a research study on the impact of DDGS tariff reduction on the Thai agriculture and feed industry, by providing market data and technical expertise. The study will be conducted by a third party and it's expected that the Government take into consideration the recommendations that result from the study. The objective is to reduce the current tariff for DDGS of 9.5 percent to a more acceptable level of 0-5 percent within this year; this would result in lower production costs for the poultry, pork and fish industries. DDGS exports to Thailand were valued at \$72 million in 2010.

MARKET OPPORTUNITIES

Looking for U.S. Manufacturers or Suppliers

Thai companies want to import:

Malt extract 5-8 tons per month, if U.S. exporters are interested please contact Ms. Phornvimol Charuthanawat, Mintana Co., Ltd., Email: phornvimol@mintana.com.

Egg Powder (whole egg, white & egg yolk), soy protein concentrate (65-70% protein), and distillate soybean oil (DDO), if U.S. exporters are interested please contact Mr. Anupong Santisukwongchote, Product Manager, DPO (Thailand) Ltd., Email anupong.s@dpointernational.com.

Egg Powder (whole egg, white & egg yolk), glucose, and lactose (organic), if U.S. exporters are interested please contact Ms. Pornpan Sornmayura, Marketing Manager, Kaemshaifarm Group Co., Ltd., Email: Sornmayura.p@kcf.co.th, sornmanyura.p@gmail.com.

Lactose 200 MESH about 400 MT for trial order, if U.S. exporters are interested please contact Mr. Saisit Chatametikul, Director of Maxway Co., Ltd., Email: Saisit@maxway.co.th.

UPCOMING EVENTS

5th SE ASIA Grain Transportation Conference

ASA International Marketing (ASA.IM) and the US Grain Council (USGC) will organize the 5th SE Asia Grain Transportation Conference to be held at the Regent, Singapore, from April 25-26, 2011. Themed “Global Agricultural Development and Price Outlook”. The program is divided into four key areas: 1) Global Agricultural Outlook, 2) Ocean Freight Analysis, 3) Price and Risk Management, and 4) Agribusiness in Southeast Asia. For more information, please visit www.grainshipper.com.

Baking with California Raisins – The Wise Choice

The Raisin Administrative Committee and the Office of Agricultural Affairs in Bangkok will organize a seminar of “Baking with California Raisins – The Wise Choice” by Chef Osamu Natsuaki, a renowned Japanese chef. The seminar will feature the latest applications of California raisins for use in the Thai bakery industry, as Chef Natsuaki-san has created many popular products using California raisins and is willing to share his expertise with the Thai bakers. The event will take place on April 26, 2011 at UFM Baking and Cooking School. More information about the Raisin Administrative Committee is available at <http://www.raisins.org>.

US Wheat Associates’ Courses on BSTC in May – June

The U.S. Wheat Associates (USW) will conduct the 6-week Baking Science and Technology (BSTC) short course during May 2 – June 10, 2011 at UFM Baking School in Bangkok. This is a continued effort to promote U.S. wheat in Thailand and neighboring countries. The participants will learn about the quality parameters of the different type of wheat available in the market on how to best blend them for maximum efficiency. The training will be provided by Mr. Roy Chung, a USW Singapore-based Bakery Consultant, and his assistant Mr. Phua Lock Yang, a Biscuit/Bakery and Noodle Technologist. Please visit www.uswheat.org for more information.

A Visit of the Industrial College of The Armed Forces

About 20 participants of the 2011 Industry Study Program of the Industrial College of the Armed Forces (ICAF) will visit Thailand from May 6-10. The team will meet with key contacts in various agricultural industries including a visit to Charoen Pokphand’s integrated operations in Nakhon Rachasima. The ICAF mission is to prepare selected military officers and civilians for senior leadership and successes in developing U.S. national security strategy and in evaluating, marshalling, and managing resources in the execution of that strategy. The Industry Study Program provides students the opportunity to gain knowledge and experience by analyzing US and international industry from a strategic perspective.

Fashion Show on 2011 COTTON DAY in May

The 2011 COTTON Day will be on May 25, 2011 at the Four Seasons Hotel. The Cotton Council International (CCI) will conclude its 2011 COTTON USA Design Challenge with a fashion show, showcasing the finalists’ creations. The finalists include student design teams from four universities

Rajamangala University of Technology Krungthep, Suan Sunandha Rajabhat University, Chulalongkorn University, and Bangkok University. The theme of this year's design challenge is "Hollywood Movies Inspiration". Please visit www.cottoninc.com for more information.

The Southern United States Trade Association Joining World of Food Asia 2011

On May 25-29, the Southern United States Trade Association (SUSTA) will join World of Food Asia, Thailand's premier international trade show in the food and beverage industry. The show will be held at the IMPACT Exhibition Center, Bangkok. SUSTA will be promoting U.S. food products from the Southern US, any U.S. company interested in participating with SUSTA should contact Ms. Marisol Rodriguez, Florida Department of Agriculture at Marisol.Rodriguez@freshfromflorida.com, Tel: (850) 488-4132 or Ms. Shehzin Jafar, Georgia Department of Agriculture at Shehzin.Jafar@agr.georgia.gov, Tel: (404) 656-3740. Additional information about this show is available at www.worldoffoodasia.com.

Food Ingredients Asia 2011

Food Ingredients Asia will be held in Bangkok again this year during September 21-23, 2011. The show has maintained its position as the leading international trade event for food ingredients. In 2009, the show consisted of 130 exhibitors from 20 countries and 6,225 visitors from 45 countries. This year the following organizations have considered joining the U.S. pavilion: Western United States Trade Association (WUSATA), U.S. Dry Pea and Lentil Council, U.S. Dairy Export Council, and U.S. Potato Board. The FI Asia show is a USDA-endorsed show. Any U.S. company interested in participating should contact Sharon Cook at Sharon.Cook@fas.usda.gov. Additional information about this show can be found at <http://fiasia-thailand.ingredientsnetwork.com/>.